

Childhood Obesity: Serious Consequences

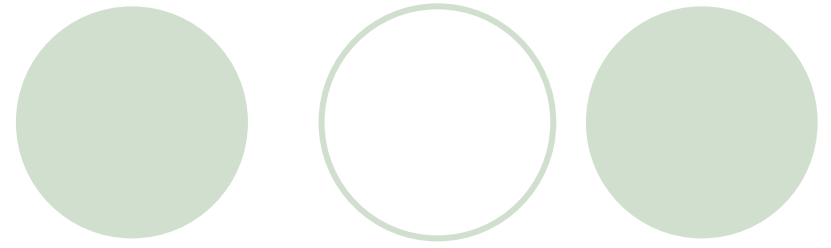
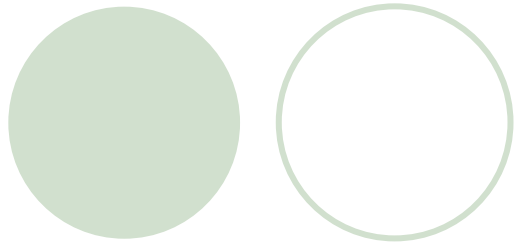


Community Forums: Food, Fitness and Our Kids
Kennewick, Washington
June 14, 2004



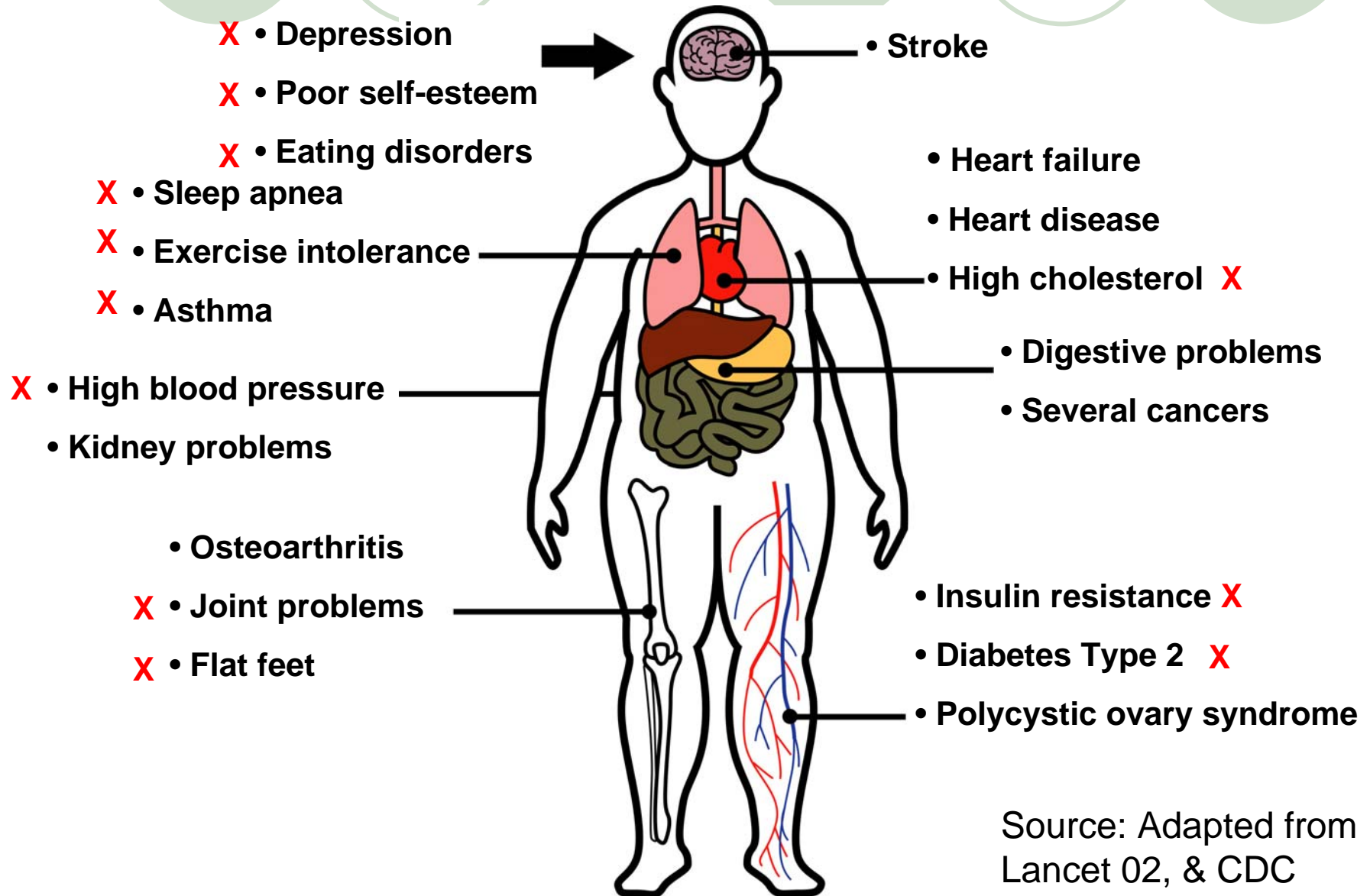
Today's presentation will:

- Demonstrate the extent of the problem
- Explain how overweight/obesity occurs
- Share the consequences of this epidemic:
 - Health
 - Economic
 - Socioeconomic
- Describe the schools' role in addressing this epidemic



“This generation of children may be the first to have a shorter life expectancy than their parents”.

Associations between excess weight and disease



Source: Adapted from
Lancet 02, & CDC

Here is your chance to get ahead of SB 5436

- Each District's Board of Directors needs to establish its own policy by August 1, 2005.
- The policy needs to cover access to nutritious foods, exercise, and accurate information related to these topics.



Food, Fitness and our Kids:



- You will have a chance to indicate which areas you would like to explore further.
- We will divide into groups to talk about the area's importance and how we might explore it further.

Audience

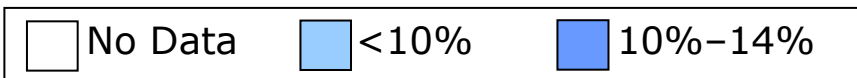
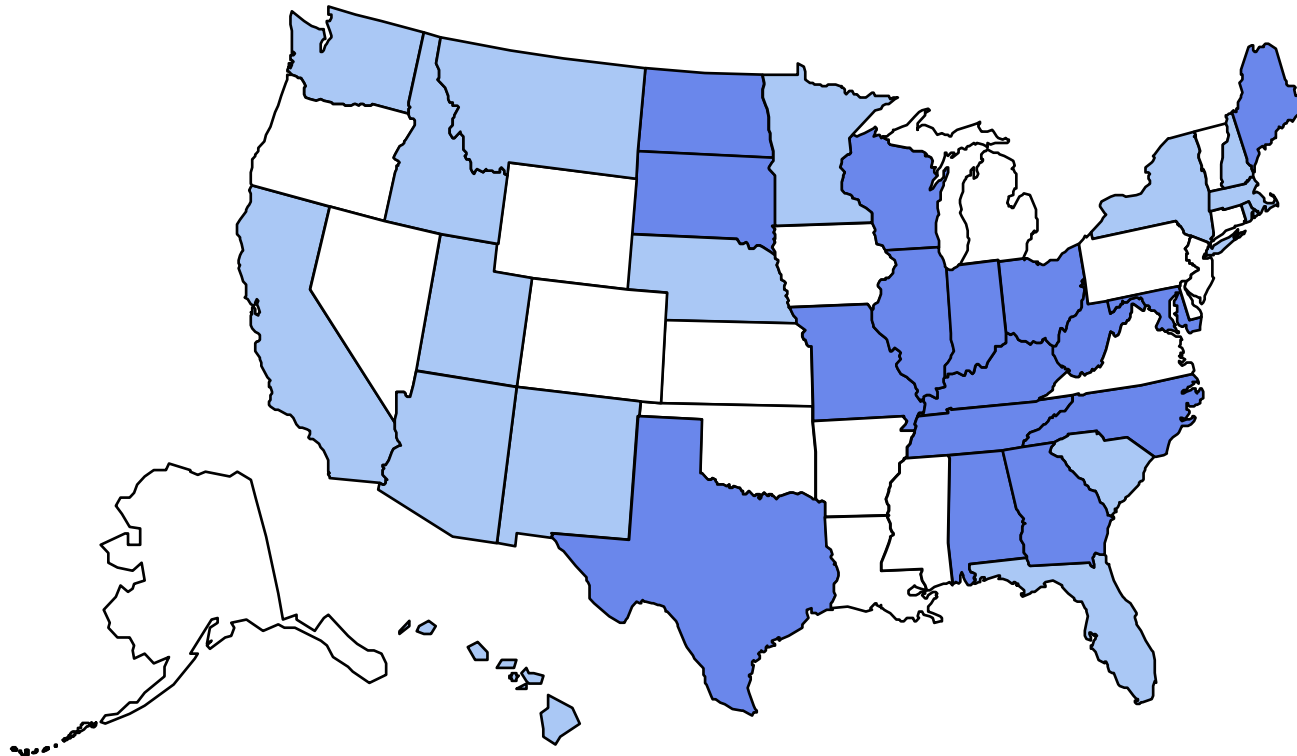
A decorative graphic at the top of the slide consists of six green circles arranged in two groups of three. The first group on the left has one solid green circle followed by two outlined green circles. The second group on the right has one solid green circle, one outlined green circle, and one solid green circle.

- Teachers
- Administration
- School Board Members
- School Food Service
- School Nurses
- Other School Staff
- Dietitians
- Community Members

Obesity Trends Among U.S. Adults

BRFSS, 1987

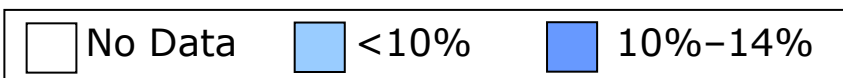
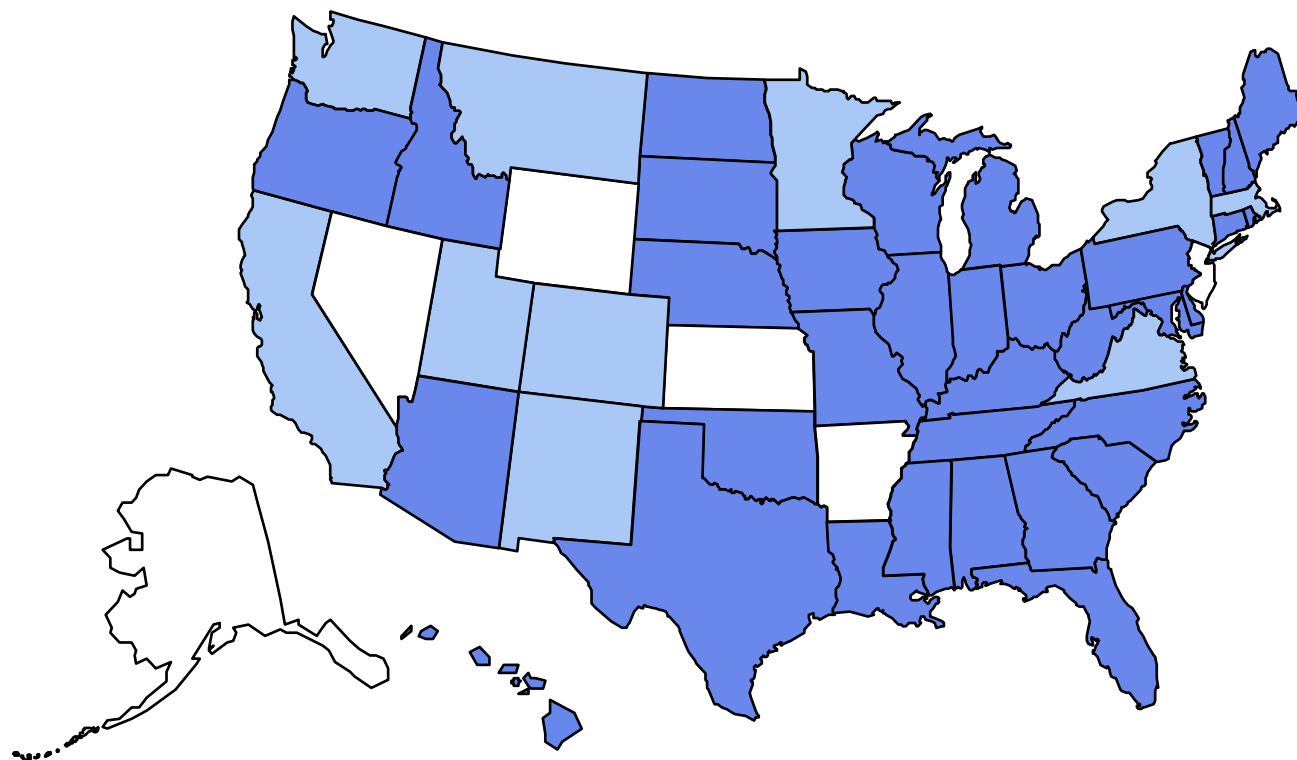
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends Among U.S. Adults

BRFSS, 1990

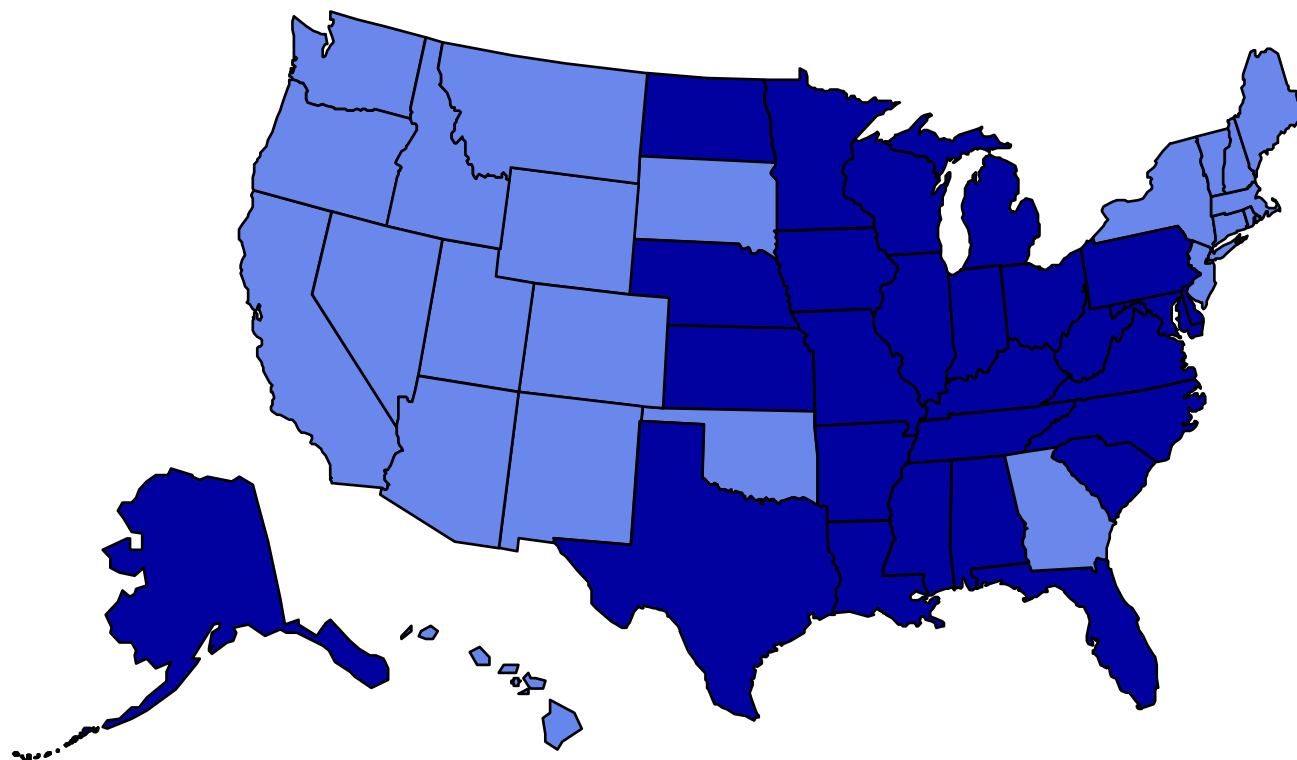
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends Among U.S. Adults

BRFSS, 1995

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

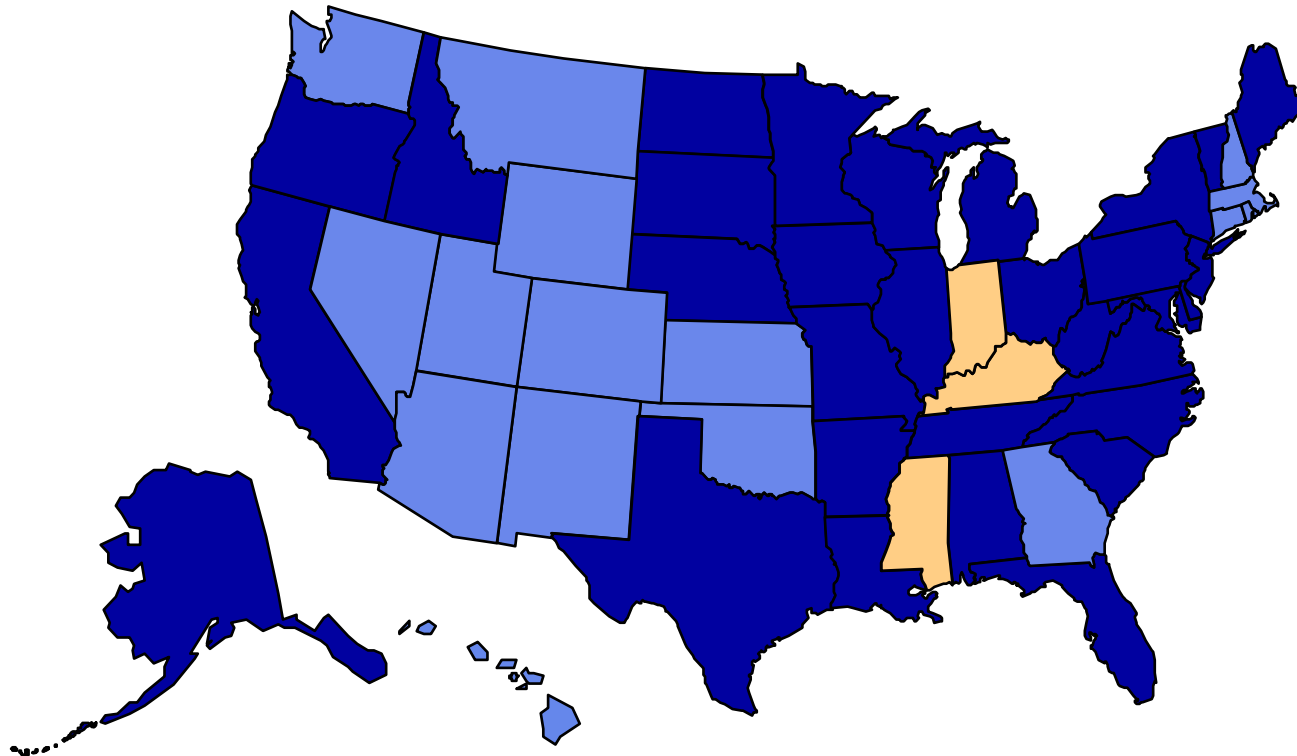


No Data <10% 10%-14% 15%-19%

Obesity Trends Among U.S. Adults

BRFSS, 1997

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



No Data	<10%	10%-14%	15%-19%	≥20%
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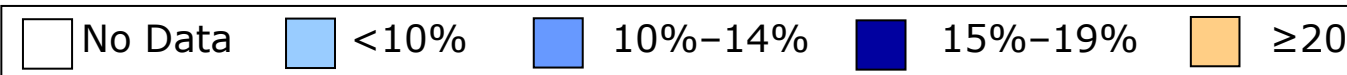
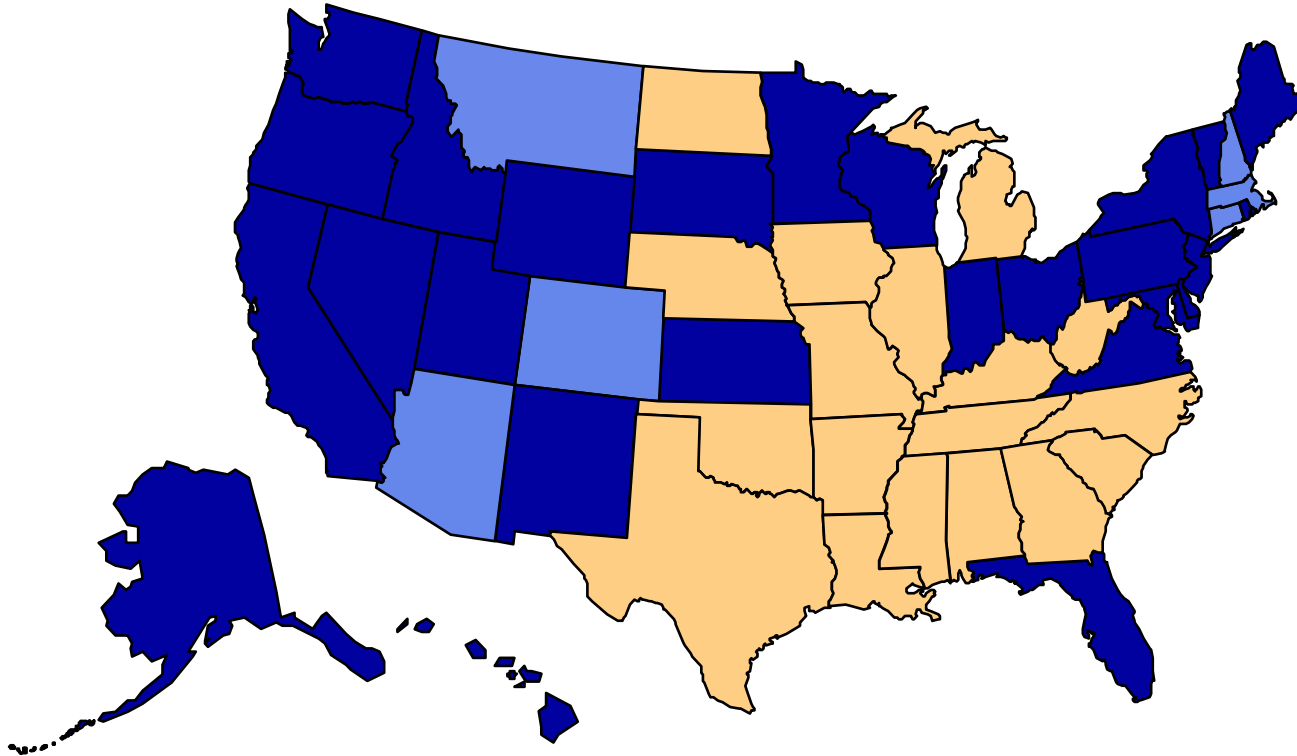
Obesity Trends Among U.S. Adults

BRFSS, 1999

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

BRFSS, 1999

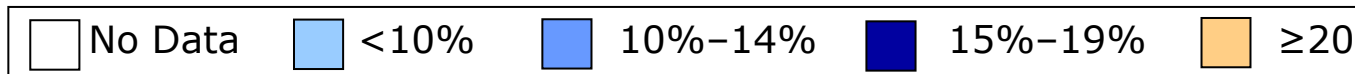
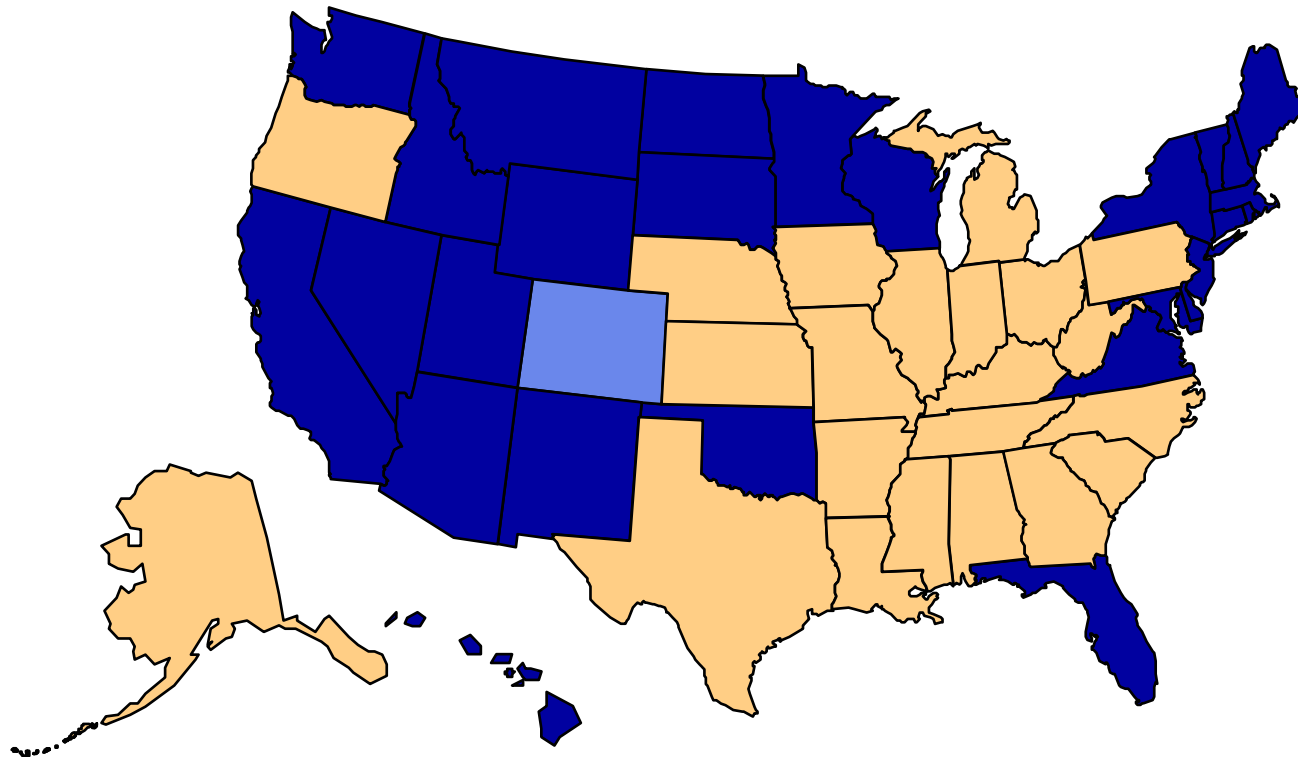
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Obesity Trends Among U.S. Adults

BRFSS, 2000

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Obesity Trends Among U.S. Adults

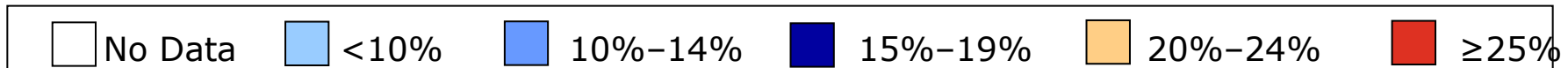
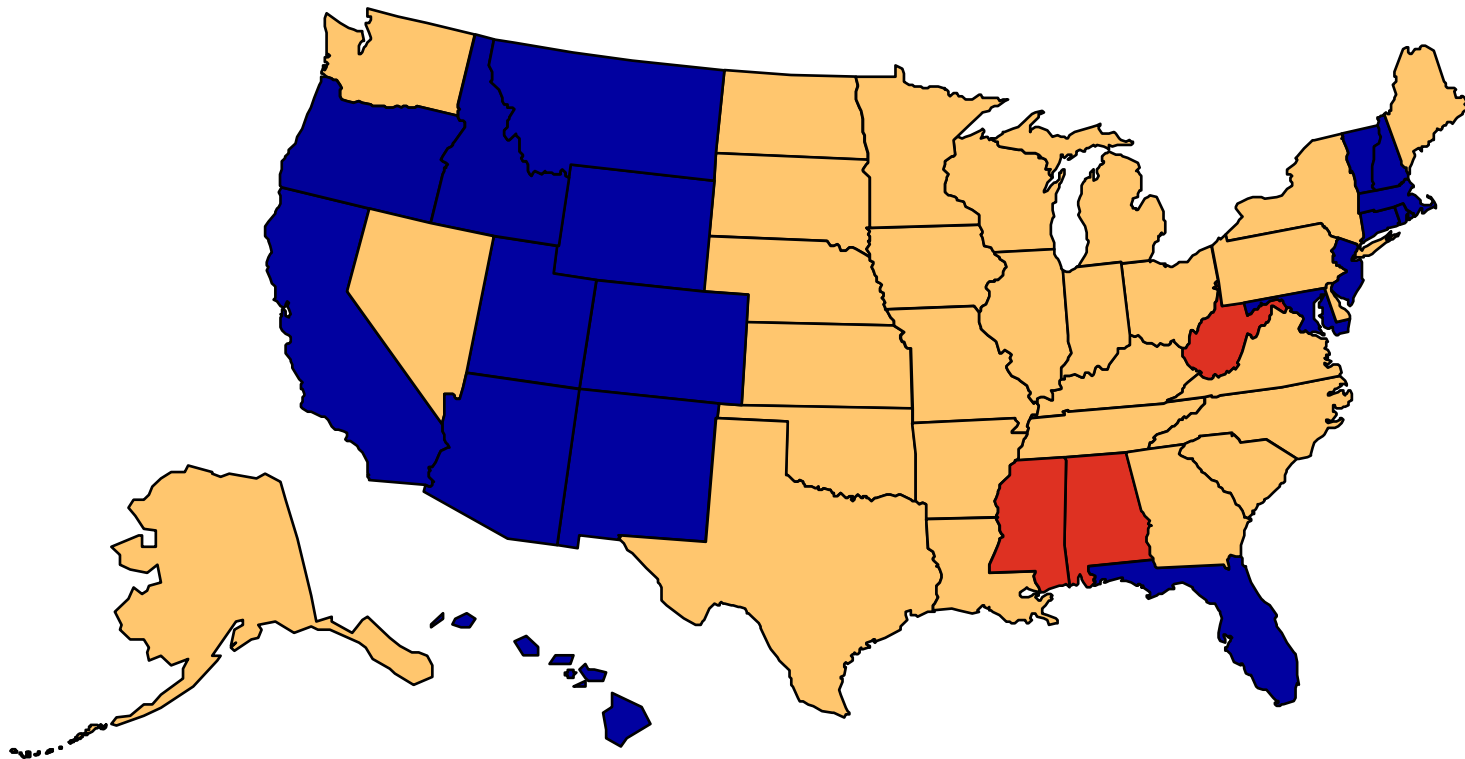
BRFSS, 2002
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

Obesity Trends Among U.S. Adults

BRFSS, 2002
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Obesity Trends Among U.S. Adults

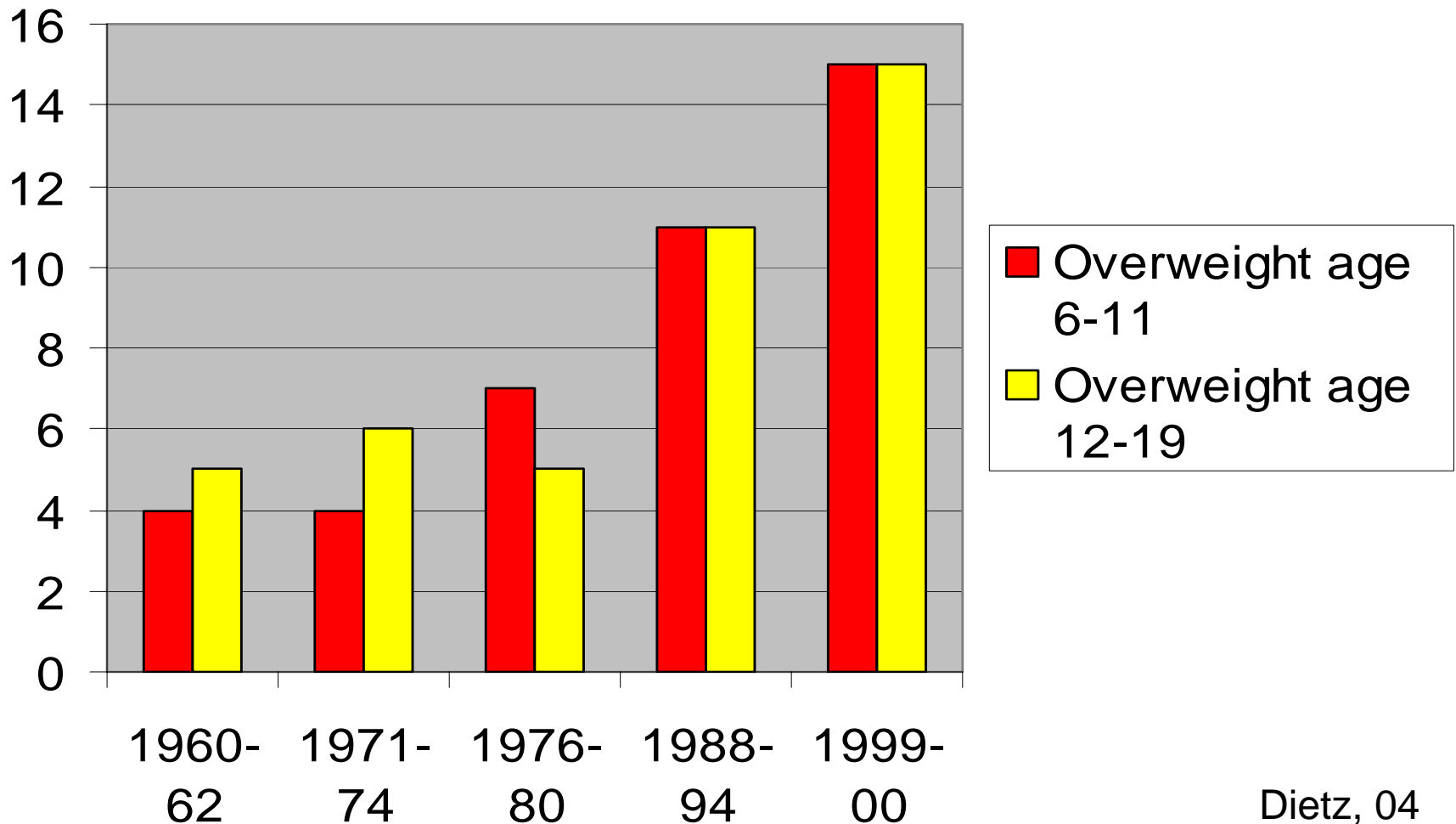
BRFSS, 2002
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)



Source: Behavioral Risk Factor Surveillance System, CDC

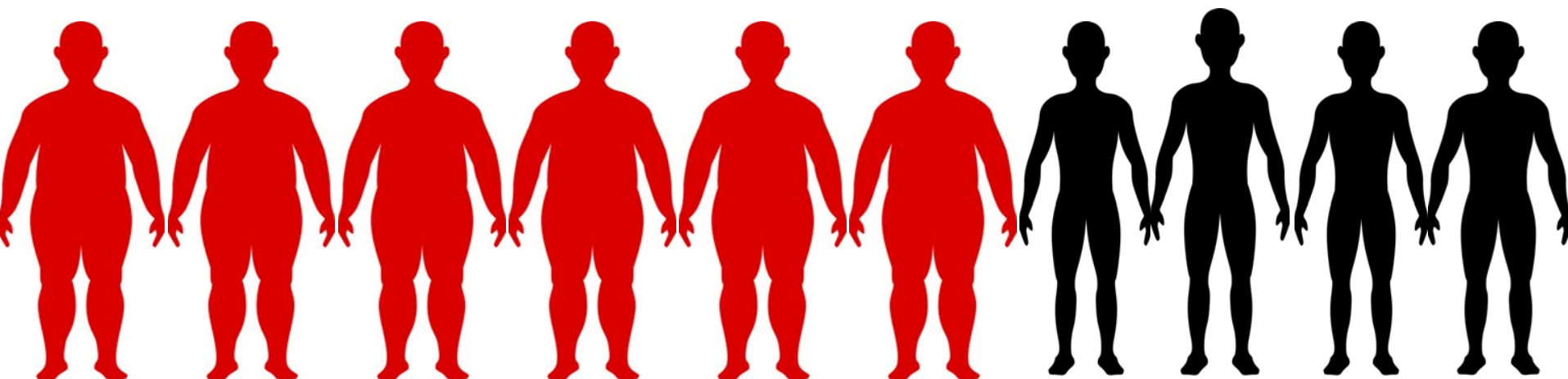
Percent of Overweight Children in US

(Overweight: BMI > sex- & age-specific 95% cutoff)



Washington State Data

- 6 of 10 adults are overweight or obese
- 62% of adults in Benton and Franklin counties are obese (BRFFS 2004)



Source: CDC BRFFS, 2002

Washington State Data

- Over 20% of high school students are overweight or at risk of becoming overweight



- 32% of kindergarten students in one Tri-City school were overweight (2004)
- 21.2% of children age 1-5 on WIC in Benton and Franklin Counties are at risk for being overweight or becoming overweight
- 8 out of 10 overweight children will become obese adults
 - Obesity is a more serious condition.

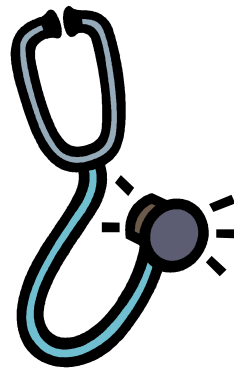
Why Does Overweight and Obesity Matter?

It's more than vanity



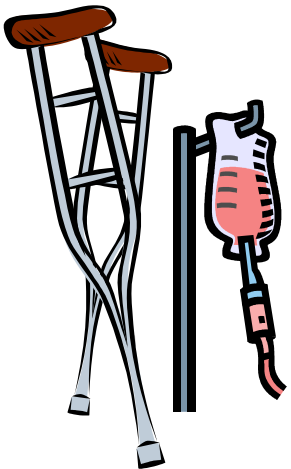
Why it Matters: Lifelong Effects

- Overweight kids are at increased risk of premature death caused by heart disease as an adult
- 60% of overweight children and adolescents have already developed a risk factor for cardiovascular disease, including:
 - High blood pressure
 - High cholesterol
 - Insulin resistance: “pre-diabetes”



Why it Matters: Societal Burden

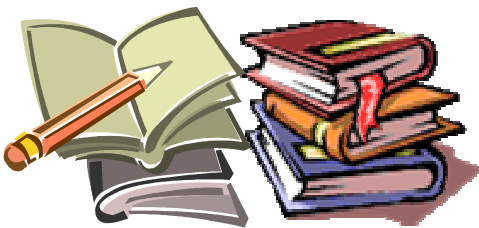
- Not only will these disease processes in childhood result in greater harm to the individual, it will add a considerable burden and cost to our society



Source: Dietz, NEJM 2004

Why it Matters: Academics

- Overweight children have significantly lower math and reading test scores compared to non-overweight children in kindergarten
- Children who are gaining weight rapidly have increased behavioral and learning difficulties



Washington's Economic Cost

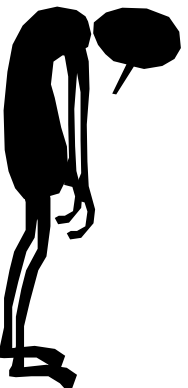
- Annual estimate of medical expenditures attributable to obesity for Washington State alone: Over \$1.3 billion dollars

Source: Finkelstein 04



Why it Matters: Self-Image

- Overweight young children (5 years old):
 - Develop a negative self-image
 - Perceive themselves to have a lower cognitive ability
- Overweight adolescents:
 - Have a lower self-esteem associated with sadness, loneliness, and nervousness
 - Are likely to participate in high risk behaviors



Sources: Davison et al: Peds 2001,
Strauss et al: Peds 00

Why it Matters: Socioeconomics

- Once adults, overweight female adolescents compared to those of healthy weights, have been shown to:
 - Complete fewer years of schooling
 - Have substantially lower household incomes
 - Higher rates of poverty

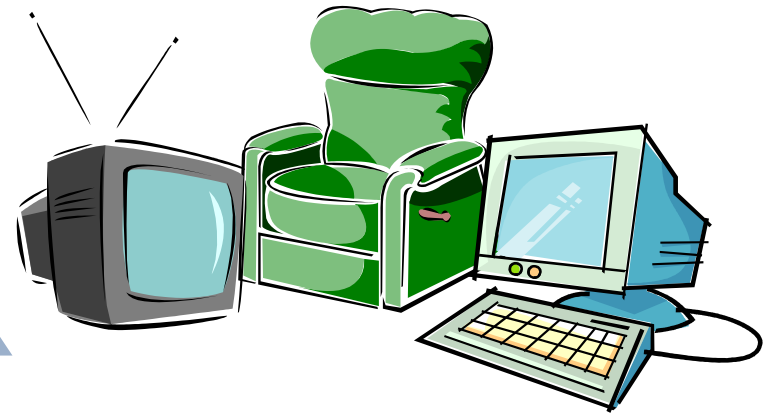


How Did This Happen?

Weight gain:

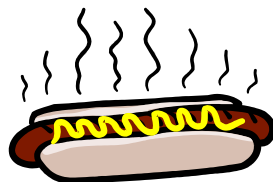
Energy Out

Energy In



What are Kids Eating?

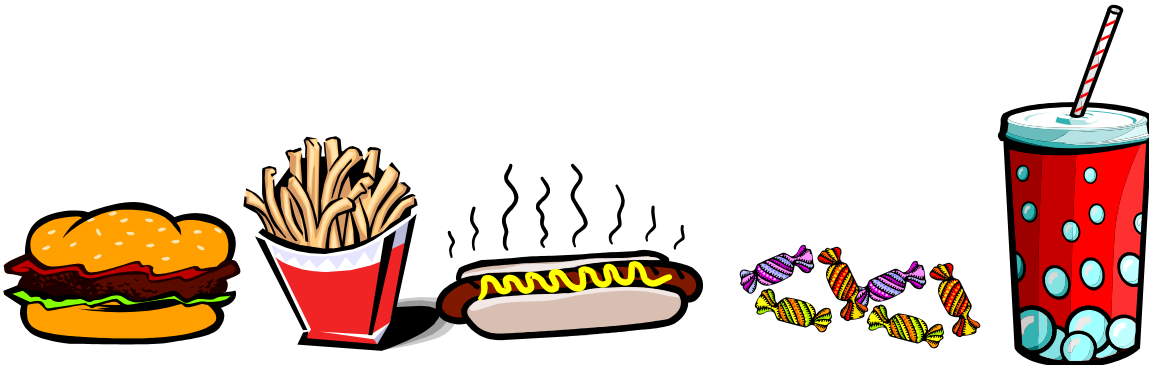
- 1 in 4 adolescents drink more than 325 calories of soda per day
 - Soda is the leading source of added sugar in the American adolescent diet
- Added sugars contribute 20% of the calories consumed by children



Source: Bowman, Peds 04; FNS report to congress 01; CDC YRBS '01

What are Kids Eating?

- Each day, over 30% of children and adolescents eat fast food
 - On days that children eat fast food, they consume substantially more calories and have a worse diet quality compared to days when they do not eat fast food.





What are Kids Eating?

- 2% of kids meet the Food Guide Pyramids recommendations for all 5 food groups
- Only 20% of kids eat the recommended 5 servings (minimum) of fruits and vegetables per day

Sources: FNS report to congress 01, CDC YRBS '01

What is the Obesity Solution?

Prevention!

- **Establish policies and environments that promote healthy eating and physical activity throughout our communities**



Schools Have a Pivotal Role

- Assessing the environment and making changes
- School policies can help to prevent childhood obesity by supporting opportunities for healthy meals, physical activity and health education.
- Healthy habits are learned young - begin reinforcing them in school!

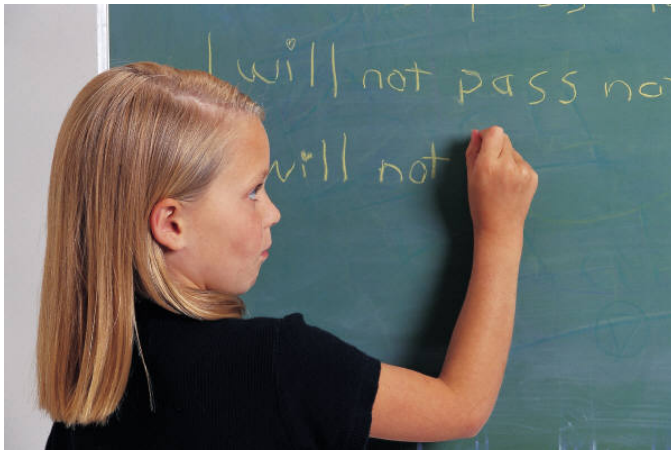
Where Do We Start?



- You may want to start with an idea that will:
 - Fit into your larger plan
 - Be accepted and supported
 - Yield results
 - Be easier rather than harder to implement
 - Has a track record
 - Can be adapted as needed

Exploration Process

- Good news! – Great resources have already been developed.
- We have a wide range of expertise in our State.



What is the school's role?

- Schools uniquely positioned to model and reinforce healthy eating and PA behaviors.
- Children consume at least two meals at school plus snacks.
- Can't always influence what happens at home and in community – can influence what happens in school.
- Schools have a huge impact on children's behaviors and attitudes.
- Nutr., PA impacts health and **LEARNING!**

A Comprehensive Nutrition and Physical Activity Program

- 1. Emphasize proper nutrition and physical activity as a priority.
- 2. Ensure quality school meals.
- 3. Monitor competitive food sales.
- 4. Provide an environment conducive to good health.
- 5. Support nutrition education and physical education.
- 6. Promote healthy eating and physical activity.
- 7. Explore revenue-generating alternatives.
- 8. Assess the district's nutrition and physical activity programs.

The text is centered and surrounded by six circles of varying shades of green. Three circles are solid green, and three are hollow with a thin green outline. They are arranged in two rows of three, with the text positioned between them.

YOU ARE NOT ALONE!

Washington State models



- Olympia, Washington
- Everett, Washington
- Bellevue, Washington
- Othello, Washington
- Spokane, Washington
- Seattle, Washington